

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
6 May 2005 (06.05.2005)

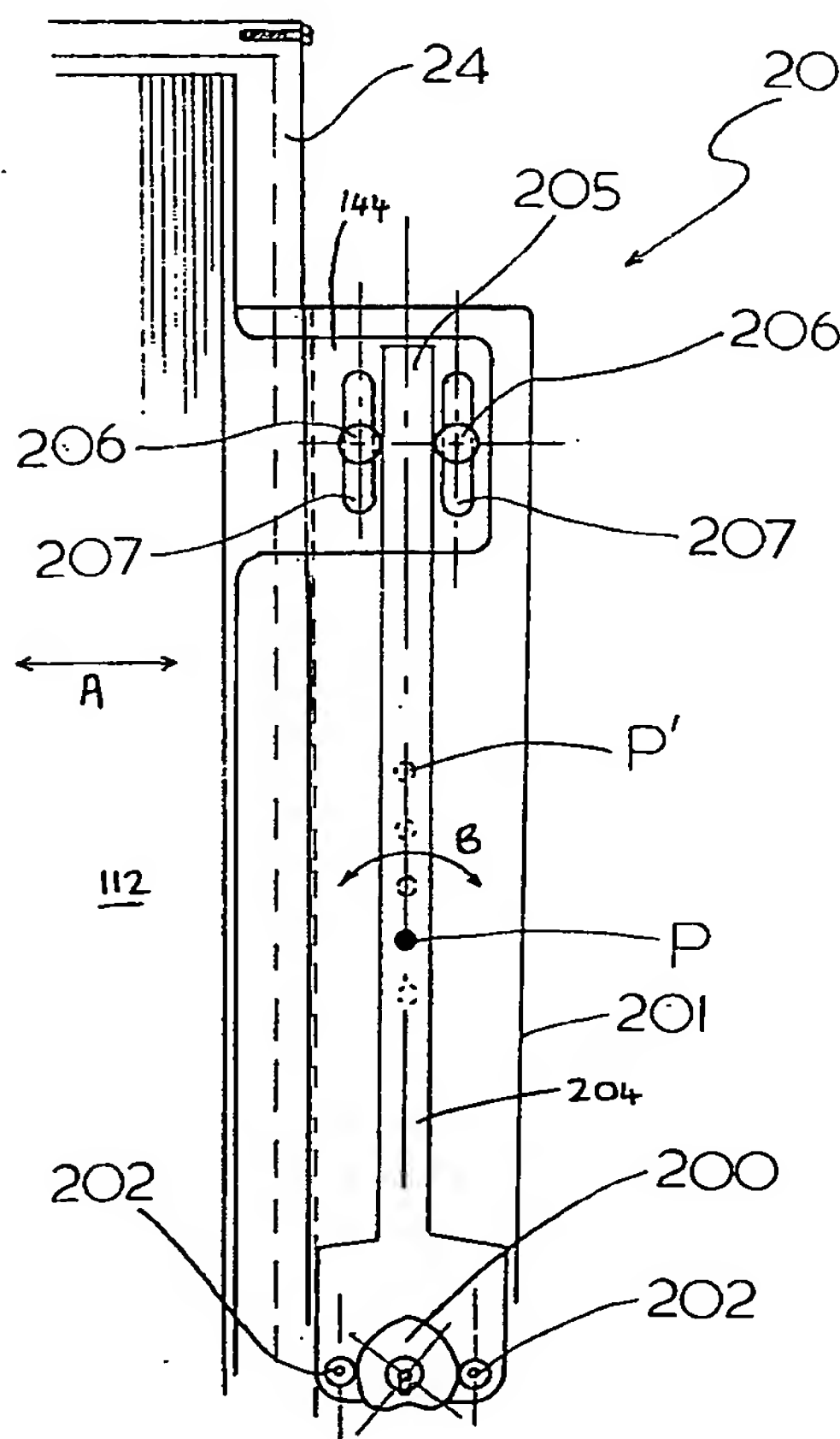
PCT

(10) International Publication Number  
**WO 2005/040913 A1**

- (51) International Patent Classification<sup>7</sup>: **G03B 25/02**,  
G09F 11/00, 19/02, 19/14
- (21) International Application Number:  
PCT/EP2004/012092
- (22) International Filing Date: 22 October 2004 (22.10.2004)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
0324917.4 25 October 2003 (25.10.2003) GB  
0329765.2 23 December 2003 (23.12.2003) GB  
0401765.3 27 January 2004 (27.01.2004) GB
- (71) Applicant (for all designated States except US): **MAR-  
KETING WORKS INTERNATIONAL LIMITED**  
[GB/GB]; 58 Howard Street, Belfast, BT1 6PJ (GB).
- (72) Inventor; and  
(75) Inventor/Applicant (for US only): **HUNT, Robert, John**  
[GB/GB]; 62 Limehill Road, Lisburn, BT27 5LR (GB).
- (74) Agents: **WALLACE, Alan et al.**; F.R. Kelly & Co., 4  
Mount Charles, Belfast BT7 1NZ (GB).
- (81) Designated States (unless otherwise indicated, for every  
kind of national protection available): AE, AG, AL, AM,  
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,  
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,  
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,  
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,  
ZW.
- (84) Designated States (unless otherwise indicated, for every  
kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,

[Continued on next page]

(54) Title: LENTICULAR IMAGE DISPLAY APPARATUS



(57) Abstract: An apparatus for displaying a lenticular image comprising a lenticular image sheet and a lenticular lens sheet. The apparatus comprising a housing adapted to receive the lenticular image sheet and lenticular lens sheet so as to allow relative sliding movement between the two in a direction substantially perpendicular to the longitudinal axes of lenses on the lens sheet. The housing includes means for retaining the lenticular image sheet in a fixed position relative to the housing, and means for actuating the lenticular lens sheet in said direction of movement.

WO 2005/040913 A1



ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Declaration under Rule 4.17:**

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA,*

*SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)*

**Published:**

- *with international search report*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*